eir Launches Ireland's Fastest Broadband

eir fibre extreme offers 1,000 Megabits per second

Now available in 15 communities across 13 counties

(Wednesday, 16th September 2015) eir today launched Ireland's fastest broadband '*eir Fibre Extreme*' offering download speeds of up to 1,000 Megabits per second (1 gigabit per second) in 15 communities. The speeds are available by using 'end to end' fibre technology known as fibre to the home (FTTH). 23,000 homes and businesses can avail of the service immediately.

The service is initially available in the following 15 communities:

Belcarra, Mayo	**Douglas, Cork**	**Naas, Kildare**
Cavan Town	**Ennis, Clare**	**Sligo Town**
Castlebar, Mayo	**Greystones, Wicklow**	**Sandyford, Dublin**
Carrigaline, Cork	**Kilkenny City**	**Tralee, Kerry**
Drogheda, Louth	**Letterkenny, Donegal**	**Wexford Town**

Customers can now order broadband with speeds of 150Mb/s, 300Mb/s and 1,000Mb/s all as part of bundles that combine broadband with phone calls, TV, mobile or all four services together in one simple bundle. These bundles are *eir Base*, *eir Play*, *eir Go* and *eir Power*.

Prices start from €30 per month for the first four months going to €67 per month for 150Mb, €75 per month for 300Mb and €87 per month for 1,000Mb for new bundle customers. As an introductory offer there is free connection worth €100. Bundles come with unlimited home phone calls to Irish landlines and Irish mobiles.

Existing eir customers can migrate to eir Fibre Extreme for €67 per month for the first six months for unlimited eir Fibre and receive 1,000Mb/s, plus unlimited home phone calls to Irish landlines and Irish mobiles. The price rises to €87 per month thereafter. Existing customers can also avail of free connection worth €100.

Earlier in June 2015, eir announced plans to significantly expand access to high speed fibre broadband in rural Ireland by using FTTH technology to increase our fibre footprint from 1.6 million homes and businesses to 1.9 million premises throughout the country. The additional 300,000 homes and businesses are spread across all 26 counties.

Today more than half of Ireland, 1.3 million homes and businesses, already has access to high speed broadband of up to 100Mb/s on eir's network and the company remains on track to reach 70% of the country by the end of 2016. By 2020, that will rise to 80% of the country, with an estimated 30% all homes and business accessing broadband speeds of up to 1,000 Mb/s when construction completes.

Commenting Richard Moat, CEO eir said "Launching Ireland's fastest broadband underlines our continued ambition for Ireland and commitment to strategic investment. No other operator in Ireland is investing as extensively in fibre broadband. This has real economic benefit for consumers and businesses that need to access very high speed broadband at competitive prices."

Minister for Communications, Energy and Natural Resources, Alex White, also attended the launch. He said "Working together, Government and industry will ensure that no part of Ireland is excluded from the digital revolution. I have set out a vision – in the Government's National Broadband Plan – which will ensure that every home, school and business the country has access to high-speed broadband by 2020. In 2011, just 300,000 homes in Ireland had access to high speed broadband. Today, through the National Broadband Plan and other initiatives, a combination of State and commercial activity has increased that number to 1.3 million. eir is responsible for bringing connectivity to very many of those households and businesses – and its investment plans are set to increase that figure even more."

ENDS

Timeline of eir's Key Fibre Milestones

Autumn 2012

- eir commences construction of its fibre broadband network, using fibre to the Cabinet (FTTC) technology, supported by Huawei equipment.

May 2013

- eir launches 'open access' fibre network, offering speeds of up to 70 Mb per second to more than 400,000 homes and businesses.

December 2013

- eir expands planned fibre footprint from 1.2 million to 1.4 million premises. Fibre network footprint reaches 700,000 premises.

February 2014

- eir becomes one of the first operators in Europe to introduce vectoring technology – fibre network now offers speeds of up to 100Mb per second

August 2014

- eir announces acceleration of rollout to reach 1.4 million premises by end 2015. Extends planned fibre footprint to 1.6 million premises

September 2014

- Fibre network passes one millionth premises in Cahersiveen, Co Kerry

October 2014

- eir announces plans to introduce speeds of up to 1Gbps (1,000Mb per second). FTTH rollout to commence in November in Letterkenny, Kilkenny City and Cavan Town. Also announces construction of rural FTTH technical trial in Belcarra, Mayo. Now estimates 1.6 million premises will be reached six months early by mid-2016.

February 2015

- eir announces that first 16 of 66 FTTH locations will be able to offer service by September 2015, with speeds of 150Mb per second; 300Mb per second and 1,000Mb per second

April 2015

- eir selects Huawei as its technology partner and equipment supplier for the initial phase of FTTH rollout.

May 2015

- eir formally launches its FTTH trial and outlines FTTH as its technology solution for the Government's National Broadband Plan

June 2015

- eir extends planned fibre footprint from 1.6 million premises to 1.9 million premises (82% of all premises in Ireland). FTTH technology to be used to reach additional 300,000 customers in more than 1,000 communities across the country.

September 2015

- eir launches *eir fibre extreme* - Ireland's fastest broadband with speeds of up to 1,000Mb/s (1 gigabit per second) in 15 communities across 13 counties.